

WHAT IS **VIRGIN HEALTHMILES?**

Virgin HealthMiles is a fun, rewarding way to get more active each day. It's kind of like a frequent flyer program, only you earn points for taking better care of yourself. We call those points "HealthMiles" and the more you do, the more you earn. Earn them for walking, riding, playing goalie for your 8-year-old... anything you do that gets your heart pumping a little. No need for Spandex, just do a little more than you did the day before and you'll do great.

And what can all those HealthMiles get you? HealthCash, which is yours to spend on gift cards to major national retailers, or pocket it as cash to spend however you like. And that's not all: every month we'll hold drawings where lots of lucky folks will win even more HealthCash. And yes, you guessed it: the more active you are, the more chances you have to win in the drawings. Now if all this is starting to feel like you're getting paid to exercise, well... you're right!

HERE'S HOW IT WORKS

MOVE

Wear your "GoZone" pedometer every day. It will automatically track your physical activity and the more you do, the more HealthMiles you earn. Plug it into your computer every few days and your steps will upload to your account.



TRACK

Easily manage everything on your very own "LifeZone" tracking center - your goals, your activity, your health stats, your progress, and all the HealthMiles you've been earning. Pick up extra credit here for completing a health questionnaire, logging workouts, updating your measurements, and more. (There are special discounts and rebates waiting for you on your LifeZone website, too.)

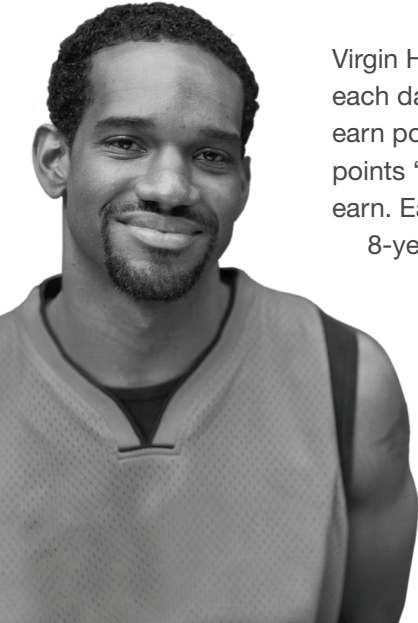
PLAY

Have fun with us all year long by joining step challenges and HealthMiles promotions, share your stories & snapshots, and don't forget about those monthly HealthCash drawings!



CASH OUT

When you select a rewards package, your HealthMiles turn into HealthCash, which is yours to spend at major national retailers, or pocket it as cash to spend however you like. And for you lucky HealthCash drawing winners, same applies - use your winnings for gift cards or cash!



HOW TO EARN HEALTHMILES

It's simple: the more you do, the more HealthMiles you earn, the higher Reward Level you'll reach.



You earn HealthMiles for lots of different things: For tracking your steps and your workouts, taking your health measurements, filling out a health questionnaire, participating in challenges, and other ways specific to your sponsor. And when your fitness levels and measurements improve, you earn HealthMiles for that, too.

Take Jesse for example. He's 34, single, and was trying to get back down to his college weight, so he joined Virgin HealthMiles. Here's how Jesse got back into shape, got healthier, and earned HealthMiles over his first year as a member.



ACTION	HEALTHMILES EARNED
He activated his HealthMiles account and filled out an online health questionnaire	1,000
He uploaded his normal daily steps, captured with his GoZone pedometer	9,360
He worked out two times a week, also captured with his GoZone	8,320
He regularly took his health measurements	600
His blood pressure came down, he lost some weight	600
He logged into the LifeZone regularly to check his stats	1,040
He challenged some friends to a step competition	500

Jesse earned 21,420 HealthMiles in the first year, which got him to Level 3. Jesse earned HealthCash and he also won \$250 in a HealthCash drawing. He treated himself at the end of the year to cool new hiking boots and a GPS navigator! He also lowered his blood pressure, lost a few inches around the middle, and now has a lot more energy.

HERE'S WHAT YOU GET

The chance to participate in monthly HealthCash drawings

Rebates when you shop online at any of more than 500 merchants in the Rebate Center.

Articles and videos on the latest health & fitness topics.

Opportunities to earn extra rewards and bonus HealthMiles from your sponsors

A personalized LifeZone tracking center to easily manage all of your health & fitness data



A digital GoZone pedometer to capture your daily steps and track your activity



3 HealthCash rewards packages to choose from at greatly reduced prices! And for a limited time,

GET A REWARDS PACKAGE WORTH UP TO \$150 PER YEAR AT NO ADDITIONAL COST!

That's right, free! As a special introductory offer, Virgin HealthMiles is giving you the \$150 rewards package free for one year if you enroll by June 30, 2009. See complete details and more special offers when you join.

HOW TO JOIN www.virginhealthmiles.com/kehpeemployees - for employees enrolled in KEHP

www.virginhealthmiles.com/kehpendependents - for adult dependents enrolled in KEHP

www.virginhealthmiles.com/kehpfriends - for those who've waived KEHP (additional fees apply)